





**EID Spring Break Seminar 2010
Program at a Glance
Thursday, April 22, 2010**

Start	End	Function	Session Title	Speaker	CE
7:00 AM	8:00 AM	Registration/ Continental Breakfast			
8:00 AM	10:00 AM	Opening Keynote	Realizing the Dream 10 Years Later: Separating Truth From Fiction For Enduring Personal And Professional Success Or For The Practice That Had It, Lost It, And Wants It Back.	 <p>Dr. Steve Rasner Dr. Rasner has become an international award-winning presenter. A career that has resulted in one of the most successful and respectful practices in the world despite a string of heartfelt tragedies. The high and lows, from one of the great inspirations in the speaking world today.</p>	2
10:00 AM	10:30 AM	Break			
10:30 AM	12:30 PM	Breakout Sessions	Counterintuitive Thought: Prerequisite to Effective Practice Promotion	Howie Horrocks Mark Dilatush	2
			Endodontics in the 21 st Century: The Sargenti N ₂ Method	Dr. Alvin Arzt	2
			Firing without Fear	Douglass Lodmell, JD	2
12:30 PM	2:00 PM	Lunch/Exhibits			
2:00 PM	3:45 PM	Breakout Sessions	3-Day Dentist	Dr. Chris Griffin	1.75
			Multiple Streams of Income in Dentistry	Dr. Brady Frank	1.75
			Healthy Heart Dentist Saves Lives	Dr. James McAnally	1.75
3:45 PM	4:00 PM	Break			
4:00 PM	5:30 PM	Breakout Sessions	6 Month Smiles	Dr. Ryan Swain	1.5
			Show Me the Money – Black, White and Green	Tina Callaway, CDA	1.5
			The Hottest Topics in Dentistry Today	Dr. Louis Malcmacher	1.5
5:30 PM	7:30 PM	Wine Reception/Exhibits			

Friday, April 23, 2010

Start	End	Function	Session Title	Speaker	CE
7:00 AM	8:00 AM	Continental Breakfast			
8:00 AM	9:15 AM	Keynote Address	Growing Practice	Dr. Steffany Mohan  Dr. Mohan sold her first dental practice after doubling it in size and revenue in seven years. She then created a start up practice in a small Midwestern city; taking that practice to more than \$2 million annual revenue in less than three years.	1.25
9:15 AM	9:30 AM	Break			
9:30 AM	10:45 AM	Breakout Sessions	The Magic of Business Charisma	Ralph Laurie	1.25
			Send Less to the IRS/Add to Your Net Worth Each Year	John Plisky	1.25
			Turbo-Charging Your New Patient Members	Dr. Vincent Monticciolo	1.25
10:45 AM	11:00 AM	Break			
11:00 AM	12:30 PM	Breakout Sessions	It's 2010 – Are You Still Practicing in 1999?	Dr. Steffany Mohan	1.5
			The "KEY"	Dr. Mike Abernathy	1.5
			Straight-6-Scheduling	Dr. Woody Oakes	1.5
12:30 PM	2:00 PM	Lunch/Exhibits			
2:00 PM	3:00 PM	General Session	Woody's Success Panel	Dr. Woody Oakes	
3:00 PM	3:30 PM	Break			
3:30 PM	5:30 PM	Breakout Sessions	How to Build Your Practice in Any Economy	Dave Stone	2
			The Million Dollar PLUS Blue Collar Practice	Dr. Craig Callen	2
			Do You REALLY Have a "Practice within a Practice"?	Cindy McKane-Wagester RDH, MBA	2
5:30 PM	7:30 PM	Reception/Exhibits			

Saturday, April 24, 2010

Start	End	Function	Session Title	Speaker	CE
7:30 AM	9:00 AM	Breakfast/Exhibits			
9:00 AM	10:30 AM	Breakout Sessions	Route Board 101 Practice Focus Strategy: Seven Secret Strategies Revealed	Dr. Chris Griffin	1.5
			Biomimetic Same Day Inlay/Onlays	Dr. Lorin Berland	1.5
			Newest Rules to Get Rich	Garrett Gunderson	1.5
10:30 AM	11:00 AM	Break			
11:00 AM	12:15 PM	Breakout Sessions	You, Your Dental Business, and Success	Dr. Joe Capista	1.25
			Maximum Wake Zone Social Media Marketing	Jimmy Vee Travis Miller	1.25
12:30 PM	2:30 PM	Lunch/Closing Keynote	Virtues of Profitable Dentistry	Dr. Howard Farran  Special uncensored guest! Howard will be teaching how to control your accounts receivable with bonuses, how to separate the main business strategies of market differentiation, cost leadership, and target marketing so you can acutely focus your business while turning your patients into raving fans.	2